

OUTDOOR

# UTAH

ADVENTURE JOURNAL



# 2010

media guide

[www.outdoorutah.com/adventurejournal](http://www.outdoorutah.com/adventurejournal)



# the magazine

Utah is internationally recognized for its abundance of outdoor recreation. From the backcountry powder of the Wasatch to the world famous mountain biking trails of the slickrock and canyon country of the southwest. In between are the endless adventure opportunities, including renowned rock climbing routes, canyoneering, whitewater paddling, an endless array of cycling and hik-

ing routes, blue ribbon fly fishing, camping and certainly the skiing and snowboarding. Outdoor recreation is an integral part of the Utah lifestyle, and now there is a magazine designed to inspire, inform and educate a broad readership base of all that Utah has to offer for outdoor adventure.

Outdoor Utah Adventure Journal is a quarterly magazine from the



publishers of the highly successful Outdoor Utah Adventure Guide – an annual distributed by the State of Utah – that for 23 years has maintained the pulse of the outdoor market in Utah.

## THE MARKET

Active outdoor recreation contributes \$5.8 billion dollars annually to Utah's economy, supports 65,000 jobs and produces nearly \$4 billion in retail sales and services across Utah. An advertisement in the Outdoor Utah Adventure Journal is a direct, targeted marketing tool to help you reach an audience that is active, motivated and affluent.

- Average age: 38 years
- Gender: 60% Male, 40% Female
- Household income: \$81,000
- Have a college degree: 89%
- Participate in snow sports: 70%
- Road Bike or Mountain Bike frequently: 75%
- Hike frequently: 84%
- Participate in climbing: 41%
- Participate in paddle sports: 39%
- Environmentally Conscious: 80% contribute to a cause and/or buy green products when available

Outdoor Utah readers include the core outdoor enthusiast, as well as the casual participant with the means to purchase outdoor oriented goods and services, participate in events and pursue their favorite outdoor passions on a year-round basis. With the Outdoor Utah Adventure Journal you can focus your marketing on affluent, active adults across the entire state.

## DISTRIBUTION/CIRCULATION

Press run is 30,000 copies, quarterly, distributed free at over 35w0 locations along the Wasatch Front and Back, Northern Utah, Southeast Utah and Southwest Utah as well as monthly events – directly into the hands of the core outdoor market.

Total Circulation: 30,000

Total Readership: 96,000



## EDITORIAL DEPARTMENTS

### The Trailhead:

Current news, events, media reviews, environmentalism, access and other issues from Utah's outdoor world.

### Switchback:

A conversation of different points of view from the local experts.

### Outdoor News:

News from the Outdoor Industry in Utah and beyond

### Event Highlights:

The best of upcoming events and their info in editorial form.

### The Scene:

A local inside perspective view of the current—and past—outdoor scene.

### Road Trip:

A weekend of outdoor adventure in locations from around the region.

### Editor's Choice:

Product reviews of the latest equipment and gear for your next adventure.

### Health and Fitness:

Training tips and sports medicine from the experts to get you ready to go.

## EVENTS

This is where the rubber meets the singletrack. Get your product directly in the hands of your consumer – your target audience – by partnering with Outdoor Utah and our participation at events across the inter-mountain area. Custom options are available for sampling, lead generation, product demos and collateral material distribution.

## CONTESTS

Climbing gear? New mountain bikes? River trips? Ski trips? Who doesn't want some of that? Work with Outdoor Utah to assemble prize packages for lead generation, multiple product exposures and dynamic promotion for your company or product. We can assemble prize packages for exciting reader promotions. Custom programs include print ads, custom web pages and email campaigns for maximum exposure for your product.

## OUTDOOR UTAH ONLINE

Our websites include: outdoorutah.com, bicycleutah.com, backcountryutah.com and whitewaterutah.com.

Whatever your specialty, we've got

you covered. Our websites provide exclusive editorial, fresh content, contests, calendar and, of course, an array of marketing options. Grab your customers when they are online—planning their next purchase or trip. Need something immediate and timely? We've got you covered with email marketing campaigns.



## NATIONAL NETWORK

Outdoor Utah Adventure Journal is a proud member of Outdoor Utah Adventure Media, a national network of independent outdoor sports publications. We can help customize a cost efficient marketing campaign in multiple markets throughout the country to help you expand your market reach.



## 2010 EDITORIAL CALENDAR

### Spring (March) 2010

Whitewater 2010!

Paddling the Big and Little Waters of Utah

Desert Mountain Biking

Spring Ski Touring

So. Utah Crack Climbing

### Summer (June) 2010

Cycling Guide Extraordinaire!

The Best Road and Mountain Biking

Trail Running

Hiking the Uintas

Canyoneering in Zion and Beyond

Fly-fishing the Green

### Fall (September) 2010

The Climbing Issue

Classic Wasatch Crags

3 Days in the Tetons

Fall Flyfishing Destinations

Epic Mountain Bike linkups in

the Wasatch

### Winter (December) 2010

Backcountry Skiing and

Snowboarding

Ski Touring—Off the Beaten Skintrack

Skiing the Big Volcanoes of the West

Avalanche Safety and Class Revue

Reader Favorites ballot from 2010

Gear Guide/ Holiday Gift Guide





# advertising rates

Ad Size	1x	2x	4x
<b>Spread</b>	Inquire		
<b>Back Cover</b>	\$2465	\$2230	\$1995
<b>Cover 2 &amp; 3</b>	\$2220	\$1990	\$1800
<b>Full Page</b>	\$1750	\$1575	\$1450
<b>2/3 Page</b>	\$1350	\$1215	\$1080
<b>1/2 Page</b>	\$1050	\$945	\$840
<b>1/4 Page</b>	\$640	\$575	\$510
<b>1/6 Page</b>	\$490	\$440	\$390
<b>1/8 Page</b>			
<b>Adventure Directory</b>	\$350	\$315	\$280

Cover pages are color, premium position and glossy stock. All other rates are for color; for b/w deduct 10%. Rates are for camera ready ads.



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